



**FOR IMMEDIATE RELEASE**

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**Hartsook Chair Named in Top 50 Powerful and Influential in Nonprofit World**  
*Sargeant Recognized for Championing Fundraising Education*

**KANSAS CITY** - Adrian Sargeant, Robert F. Hartsook Chair in Fundraising at the Center on Philanthropy at Indiana University, and International Board of Visitors member at the Hartsook Institutes was named this week to The *NonProfit Times* "Power & Influence Top 50" list of the most influential people in the nonprofit sector.

Sargeant is internationally known for his expertise in fundraising management, donor loyalty and retention, and nonprofit marketing. He is a leading proponent for increasing fundraising research and basing fundraising strategies on tested research, and is developing detailed curricula for fundraisers.

**"If we're serious about growing philanthropy in the U.S. and improving the quality of our donors' experience, we need to do two things," Sargeant said. "First, we have to dramatically improve the quality of fundraising education, replacing our war stories with modern professional syllabi informed by the best of both practice and research. Second, we need the help of the major foundations to help us build this evidence base. If they invest in one nonprofit program they deliver funding for that program. By contrast, if they were to invest in enhancing fundraising they would build the capacity of literally thousands of organizations to go out and fund programs on their own."**

According to the *NonProfit Times* Editor in Chief Paul Cloery, "Selecting those included in the list is not scientific. It is based on nominations for editorial staff, contributing editors, suggestions from former nominees and a few select, plugged-in people." Over 250 people were nominated.

These executives were selected for the impact they have now and for innovative plans they are putting in place to evolve the charitable sector. Others on the list include the CEO's of Feeding America; Salvation Army; Silicon Valley Community Foundation; Independent Sector; Council on

Foundations; American Red Cross; Robert Wood Johnson Foundation; Association for Healthcare Philanthropy; Cleveland Foundation; and the Kellogg Foundation, as well as Bill Gates. Find the complete list at [www.nptimes.com/09Aug/NPTtop5019.pdf](http://www.nptimes.com/09Aug/NPTtop5019.pdf))

Sargeant is the only academic to make the list since 2008 and the only fundraising professional on the list. NPT says in its Special Report, “Adrian Sargeant is a pain in the neck to old-school fundraisers and that’s the whole idea. His writing and lectures bridge the Atlantic Ocean, marrying techniques from both sides of the pond. He is also screaming about how it’s OK to tell people you’re a fundraiser and to showcase the skills and knowledge required of fundraisers working in a variety of roles.”

The Hartsook Chair is also Member of the Hartsook Institutes International Board of Visitor, and Senior Counsel for Curriculum Development at the Hartsook Institute at Avila University, the Hartsook Masters Degree at Avila, and is advisor to the Hartsook Days of Service Program as well as other programs. Hartsook Institutes is based in Kansas City along with the Hartsook Companies, Inc.

For more, visit [www.philanthropy.iupui.edu](http://www.philanthropy.iupui.edu)

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The **Hartsook Institutes for Fundraising** serve as a voice and vehicle for a knowledge and research-based approach to fundraising education. The approach was pioneered by the first Hartsook Chair in Fundraising at Indiana University **Adrian Sargeant**, and the applications of that and other research in fundraising by Bob Hartsook and **Hartsook Companies, Inc.** Its **mission is to increase philanthropy by 25 percent over the next 20 years.** This bold goal will be fulfilled through partnerships, education, projects and service that advance the fundraising profession and increase the opportunities for nonprofits’ fundraising success.

**Hartsook Companies, Inc.** is a the largest full-service fundraising consulting firm based in Kansas City, with over 60 employees worldwide. Hartsook has helped raise billions of dollars for its clients over the past 24 years. With a special emphasis on major gift fundraising counsel, Hartsook Companies services are diverse. The exclusive Integrated Fundraising Campaign balances capital and endowment needs with annual development to ensure the greatest support for both.

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